

AMENDMENT OF THE CLAIMS:

Please amend Claims 49, 57, 60 and 68 as follows:

Claims 1-48 (canceled)

Claim 49 (currently amended): A Web-based consumer service marketing communication network configured to allow members of a consumer service management team and ~~authorized parties~~ to compose and deliver consumer service marketing communications to consumers at Websites along on the World Wide Web (WWW), wherein each said Website includes a plurality of HTML-encoded pages containing one or more images and text, said Web-based consumer service marketing communication network comprising:

a first Web-based subsystem configured to allow members of a service management team as well as authorized parties associated with a consumer service, to create and manage a consumer service information (CSI) link structure for each consumer service to be marketed using said Web-based consumer service marketing communication network,

wherein said CSI link structure comprises the following items:

- (i) a unique service identifier assigned to the consumer service; and
- (ii) a set of URLs for a plurality of consumer service information (CSI) resources stored on Web-based information servers operably connected to the ~~WWW~~ infrastructure of the Internet;

a second Web-based subsystem configured to allow service management team members and authorized parties, associated with a consumer service, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for the consumer service;

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the ~~WWW infrastructure of the Internet~~, and including code specifying the unique service identifier assigned to said consumer service, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and is embedded within at least one of said HTML-encoded pages located in said Websites;

wherein said first Internet-enabled information server is configured to generate and serve each said MMVK to the Web browser of a consumer, and wherein said Web browser is configured to display a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer service information (CSI) menu display mode for displaying a set of CSI resources;

a plurality of Web-based information servers operably connected to the WWW infrastructure of the Internet, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of CSI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the WWW infrastructure of the Internet, for each consumer service, for which at least one said MMVK has been created and deployed and is ready for installation on the HTML-encoded pages of said Websites;

wherein said second Internet-enabled information server is configured to allow said service management team members ~~and/or authorized parties~~ to download at least one said MMVK tag in said library, for installation in at least one said HTML-encoded page located in at least one said Website;

wherein said set of URLs included with said CSI link structure for one said consumer service, specify the location of corresponding CSI resources stored on said Web-based information servers; and

wherein said first Web-based subsystem is further configured to allow the service management team members ~~and authorized parties~~ to select a plurality of said CSI resources and program one or more of said advertising, promotional and CSI menu display modes of the MMVK created and deployed for the consumer service associated with said CSI link structure;

wherein said second Web-based subsystem is configured to allow the service management team members ~~and authorized parties~~ to create and deploy one or more MMVKs for the consumer service, and also to access said library and download MMVK tags from said

second Internet-enabled information server, associated with said one or more MMVKs, for installation in at least one said HTML-encoded page;

a third Web-based subsystem is configured to allow the service management team members ~~and authorized parties~~ to independently program at least one of the advertising display mode of ~~each~~ said MMVK with one or more advertising spots, and the promotional display mode of ~~the~~ said MMVK with one or more promotional spots;

wherein said first Web-based subsystem is configured to allow said service management team members ~~and authorized parties~~ to independently program said CSI menu display mode of each said installed MMVK; and

wherein, the Web-browser of the consumer is configured to process said MMVK tag embedded within said HTML-encoded page, and said first Internet-enabled information server is configured to automatically execute the computer-executable server-side component corresponding to the installed MMVK tag and generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at the Website.

Claim 50 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein said unique service identifier is a unique service number (USN).

Claim 51 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein the computer-executable server-side component associated with each said MMVK comprises a consumer service information requesting servlet loaded onto said first Internet-enabled information server.

Claim 52 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein said CSI link structure further comprises, for each consumer service,

- (iii) a Service Mark (SM) assigned to the consumer service;
- (iv) a Service Descriptor (SD) associated with the consumer service; and
- (v) a set of display attributes associated with each CSI resource in said CSI link structure.

Claim 53 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein said set of CSI resources are selected from the group consisting of service videos, audio files, service images, service specifications, service advertisements, and service promotions.

Claim 54 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 55 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and a mobile computer.

Claim 56 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein said Web browser of the consumer is configured to respond to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 57 (currently amended): The Web-based consumer service marketing communication network of claim 49, wherein said ~~other~~ members of the service management team comprise authorized parties ~~include~~ including agents of said service management team.

Claim 58 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein said Web-based consumer service marketing communication network is configured to assign said unique service identifier to said consumer service during consumer service registration.

Claim 59 (previously presented): The Web-based consumer service marketing communication network of claim 49, which further comprises one or more Web servers, operably connected to the WWW, for serving said Websites to consumers using a Web browser.

Claim 60 (currently amended): A Web-based consumer service marketing communication network configured to allow members of a consumer service management team and authorized parties to compose and deliver consumer service marketing communications to consumers at Websites along on the World Wide Web (WWW), wherein each said Website includes a plurality of HTML-encoded pages containing one or more images and text, said Web-based consumer service marketing communication network comprising:

one or more Web servers, operably connected to the WWW infrastructure of the Internet, for serving said Websites to consumers using a Web browser;

a first Web-based subsystem configured to allow members of a service management team ~~as well as authorized parties~~ associated with a consumer service, to create and manage a consumer service information (CSI) link structure for each consumer service to be marketed using said Web-based consumer service marketing communication network,

wherein said CSI link structure comprises the following items:

- (i) a unique service identifier assigned to the consumer service; and
- (ii) a set of URLs for a plurality of consumer service information (CSI) resources stored on Web-based information servers operably connected to the WWW infrastructure of the Internet;

a second Web-based subsystem configured to allow service management team members ~~and authorized parties~~, associated with a consumer service, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for the consumer service;

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW infrastructure of the Internet and including code specifying the unique service identifier assigned to said consumer service, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and is embedded within at least one of said HTML-encoded pages located in said Websites;

wherein said first Internet-enabled information server is configured to generate and serve each said MMVK to the Web browser of a consumer, and wherein said Web browser is configured to display a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer service information (CSI) menu display mode for displaying a set of CSI resources;

a plurality of Web-based information servers operably connected to the WWW infrastructure of the Internet, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of CSI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

wherein said set of URLs included with said CSI link structure for one said consumer service, specify the location of corresponding CSI resources stored on said Web-based information servers; and

wherein said first Web-based subsystem is further configured to allow the service management team members ~~and authorized parties~~ to select a plurality of said CSI resources and program one or more of said advertising, promotional and CSI menu display modes of the MMVK created and deployed for the consumer service associated with said CSI link structure;

a third Web-based subsystem is configured to allow the service management team members ~~and authorized parties~~ to independently program at least one of the advertising display mode of ~~each said~~ MMVK with one or more advertising spots, and the promotional display mode of ~~the said~~ MMVK with one or more promotional spots;

wherein said first Web-based subsystem is configured to allow said service management team members ~~and authorized parties~~ to independently program said CSI menu display mode of each said installed MMVK; and

wherein, the Web-browser of the consumer is configured to process said MMVK tag embedded within said HTML-encoded page, and said first Internet-enabled information server is configured to automatically execute the computer-executable server-side component corresponding to the installed MMVK tag and generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at the Website.

Claim 61 (previously presented): The Web-based consumer service marketing communication network of claim 60, wherein said unique service identifier is a unique service number (USN).

Claim 62 (previously presented): The Web-based consumer service marketing communication network of claim 60, wherein the computer-executable server-side component associated with each said MMVK comprises a consumer service information requesting servlet loaded onto said first Internet-enabled information server.

Claim 63 (previously presented): The Web-based consumer service marketing communication network of claim 60, wherein said CSI link structure further comprises, for each consumer service,

- (iii) a Service Mark (SM) assigned to the consumer service;
- (iv) a Service Descriptor (SD) associated with the consumer service; and
- (v) a set of display attributes associated with each CSI resource in said CSI link structure.

Claim 64 (previously presented): The Web-based consumer service marketing communication network of claim 49, wherein said set of CSI resources are selected from the group consisting of service videos, audio files, service images, service specifications, service advertisements, and service promotions.

Claim 65 (previously presented): The Web-based consumer service marketing communication network of claim 60, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 66 (previously presented): The Web-based consumer service marketing communication network of claim 60, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and a mobile computer.

Claim 67 (previously presented): The Web-based consumer service marketing communication network of claim 60, wherein said Web browser of the consumer is configured to respond to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 68 (currently amended): The Web-based consumer service marketing communication network of claim 60, wherein said members of the service management team comprise other authorized parties ~~include~~ including agents of said service management team.